

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

July 12, 2011

4 – 6 p.m.

AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences  
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios  
Duke Gallagher, Treasurer, The Production Group  
Alexander Bazley, Robertson Properties Group  
Charles Eberly, The Eberly Company  
Brian Folb, Paramount Contractors  
Fabio Conti, The Fabiolus Café  
Kitty Gordillo, Hollywood Wilshire YMCA  
Lillian Kuo, Vice President, Broadreach Capital  
Patrick Olmstead, Los Angeles Film School

**Absent**

Carol Massie, Secretary, McDonald's Restaurants  
Ryan Harter, CIM Group  
Rick Garcia, Chase Bank  
Fred Rosenthal, Ametron  
Allen Sides, Ocean Way Recording

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Steve Seyler, Andrews International  
Devin Strecker, Hollywood Property Owners Alliance

**I. Call to Order**

The meeting was called to order by Board President Michael Pogorzelski at 4:15 p.m.

**II. Public Comment**

There was no public comment.

**III. Approval of Board Minutes**

It was moved by Lillian Kuo, seconded by Brian Folb and CARRIED to approve the Minutes from the June 14, 2011 meeting. Unanimously approved.

#### **IV. Treasurer's Report**

A. Gallagher reported that accounts receivables were running slightly higher than expected due a timing issue related to the maintenance invoices and a change order of \$9,000 to the Willdan contract. He pointed out that public sector assessments, such as the CRA properties and LAUSD, have not been received to date. He also reported that more funds were deposited at Comerica Bank, which has a better interest rate.

**It was moved by Kitty Gordillo, seconded by Charles Eberly and CARRIED to approve the Treasurer's Report from June 30, 2011. Unanimously approved.**

#### **V. Committee & Program Reports**

##### **A. Streetscape Committee**

**1. Martin Media bus bench contract:** In follow up to last month's report, Mariani informed the Board that the city is definitively entering into a contract with Martin Media for new bus benches throughout the city. A minimum of 4,000 benches will be installed city-wide, with a minimum of 225 in each Council District. Several members of the BID Consortium testified in front of the Public Works Committee and submitted letters voicing their concerns on a proposal that would heavily impact BIDs and neighborhood groups that have street furniture programs. Of key concern are the quantity of benches that are slated to be installed and the possible removal of existing street furniture that has been paid for and installed by various BIDs and community groups.

Mariani confirmed that any permits needed to reinstall benches (if they were being replaced by a Martin Media bench) would be expedited by Bureau Street Services staff, however it is not a desirable outcome given the cohesiveness and great investment that has gone into installing decorative wrought iron benches in both BIDs.

HPOA staff agreed to relay the Board's concerns to the Council Office and Public Works staff and request that the Hollywood Historic Trust submit letters to the city strongly objecting to the installation of any Martin Media benches on the Walk of Fame.

**It was moved by Brian Folb, seconded by Charles Eberly and CARRIED to request that the city not allow Martin Media to remove any of our benches from strategic locations. Unanimously approved.**

**It was moved by Kitty Gordillo, seconded by Roxanna Sassanian and CARRIED to emphatically ask the city to consult with the board of the SVBID before any decision is made about any benches to be placed in the BID, and to make sure they comply with CRA's urban design guidelines. Unanimously approved.**

**2. Citywide Solid Waste Franchise Proposal:** Mariani advised the board that there will be a public information meeting on July 20 regarding a proposal to franchise solid waste services in various areas of the city. BIDs and commercial businesses have expressed strong concerns against the initiative, as they are worried it could raise prices for waste hauling throughout the city. Mariani agreed to provide an update on the progress of the proposal at the September meeting.

## **B. Security Committee**

1. **Monthly security report:** Seyler reported that for the period of May 9 – June 10 there have been several notable incidents. On May 11, one of the officers went to court to follow up on an arrest of a suspect who had been in possession of brass knuckles; the suspect didn't show and there is now a warrant out for his arrest (he is also a sex offender). Also, the perpetrator of a recent incident in the McDonald's restroom was convicted but Seyler, however details of the sentencing were unknown. BID security officers also recently collected bags of clothing to donate to Social Services at Blessed Sacrament.

Year to date, there have been 162 private persons arrests in the SVBID by Andrews International, including: 81 for drinking in public, 9 for battery, 14 for blocking the sidewalk, 6 for theft, and 14 felonies. They made 100 homeless referrals, 3,000 citizen assists, and 1,088 business visits. He detailed several other notable arrests and reported that they have not changed their deployment and are continuing various monthly training programs.

2. **Preview of agenda items for meeting with LAPD:** Morrison informed the board that the security meeting on July 14 will include a philosophical discussion on concerns raised by LAPD, including the feeling that BID stakeholders are calling BID security instead of LAPD. She said we will need to come up with a way to educate our stakeholders in what type of incidents they should be calling LAPD, rather than BID security, and this conversation will aid that effort. In the past five years, our calls for services have gone up 159%.

Mariani stated that the meeting is aimed at gaining clarity regarding BID security protocol and board member attendance is encouraged.

## **C. Marketing and Communications**

1. **Hollywood Visitor's Guide:** Strecker said the guide is nearing completion and he is working with Fabio Conti on a special feature for restaurants in the Sunset & Vine BID.

2. **Media planning for BID Renewal:** Morrison asked board members to be thinking about what story ideas once the BID is renewed and formally adopted. HPOA will be identifying potential story angles including the expansion of the BID along Vine Street.

3. **Hollywood HQ:** Strecker reported that we now have a social media presence known as "Hollywood HQ" which is essentially an extension of Hollywood Happenings, on both Facebook and Twitter, which will update people about events and stories from both BIDs. Morrison added that this was a response to our Retail Marketing Seminar where Retail Smart Guys had discussed the importance of Facebook as "mindshare," in order to get into people's minds so that they think about Hollywood in their daily lives. Board members are encouraged to contact Devin with special incentives or opportunities they would like featured on Hollywood HQ.

## **VI. Report from BID Renewal Steering Committee**

A. **BID Renewal:** Mariani reported that the Jobs Committee waived the initial hearing, so the ordinance of intention will proceed to city council on Friday, July 15. If the ordinance is approved as expected, the ballots will be mailed by the end of the month. He stressed that it is very important to fill

out the ballots correctly, which he said are just as complicated as the petitions. If there are errors made on the ballot, it will not be counted. Board members will be asked to contact stakeholders reminding them to mail their ballots to the city as quickly as possible.

**B. Fee for removal of assessments on County Tax Roll:** Morrison asked the Board to consider setting aside funds (up to \$13 per parcel) to pay for the removal of assessments on the County Tax Roll in the event the 51% threshold is not met in the Prop 218 election. Due to the late delivery of ballots, it is preferable to include the assessments on the tax roll as opposed to manual billing.

**It was moved by Brian Folb and seconded by Kitty Gordillo to authorize a pledge to assume the cost associated with removing assessments from the County Tax Role in the event of a “no” vote during the prop 218 election, not to exceed \$4,000. Unanimously approved.**

**C. Willdan Financial Services change order:** Gallagher stated that he had paid the additional \$9,000 to Willdan for additional services associated with the delivery of the Engineer’s Report.

## **VII. New Business**

**A. SVBID Annual Meeting:** Morrison said she had been having difficulty confirming with Ocean Way for the annual meeting on August 3 and asked the Board to consider an alternative location or moving the meeting to August 4. If Ocean Way is not available on August 4, the Board recommended maintaining the original date (Aug. 3) and moving the meeting to Sunset Gower Studios.

## **VIII. Old Business**

**A. Board vacancies:** Morrison said that there are several open seats on the Board including those vacated by Space 15 Twenty and CIM Group. The Board is encouraged to contact Morrison with any suggestions.

## **IX. Next Meeting**

The Board will take a hiatus in August and resume on September 13, 2011.

## **X. Adjournment**

There being no further business the meeting was adjourned by Board President Michael Pogorzelski at 5:57 p.m.